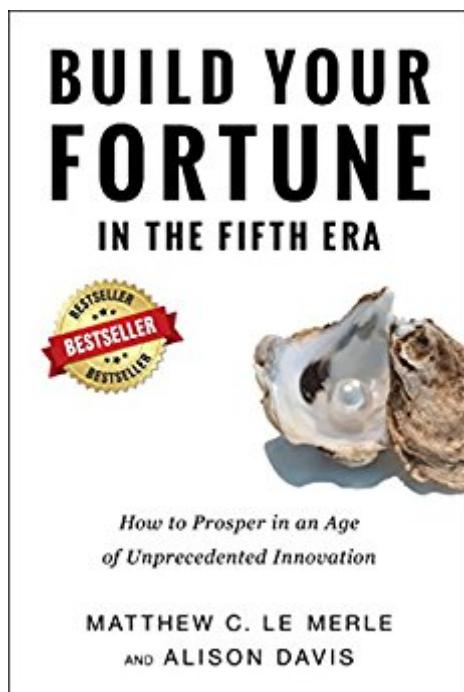


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# Build Your Fortune In The Fifth Era: How To Prosper In An Age Of Unprecedented Innovation



## **Synopsis**

The Internet didn't even exist 30 years ago, and now billions of people are connected to the web every day, and remarkable new technologies have been invented that will dramatically change the way humans exist on our planet. This emerging playing field is not well understood and not everyone who was successful in the past will be able to benefit from this momentous shift. In Build Your Fortune in the Fifth Era, Silicon Valley insiders Matthew C. Le Merle and Alison Davis provide insights, based on 30 years of leading, investing in and advising new technology companies, on the rules of this game, and outline options for how readers can participate and prosper in the coming Fifth Era. In these pages, through plain language and inspiring stories, you'll: Understand this Age of Unprecedented Change. A time of transition to a new age unlike anything we have experienced before. Discover the Greatest Wealth Creation Opportunity Ever. Every industry is being transformed and wealth is shifting to new disruptive players and those who back them. Explore 9 Options to Build Your Fortune. The nine options to build your fortune and prosper in an age of unprecedented innovation.

## **Book Information**

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## Customer Reviews

I know one of the authors of this book, Matthew Le Merle, for years as one of iconic members of Silicon Valley startup ecosystem: investor, advisor, speaker and a overall an inspiring person to interact with.. cold on the surface but very deep, open to new ideas and very enthusiastic inside.. so when this book was announced I couldn't wait to read it and see how Matthew's and his partner Alison's views of the world translate into a written word. The reading was truly engaging and exposed a whole new dimension to me: essentially Matthew and Alison showed readers the forest behind the trees and explained why the new era of Humankind development (what they call Fifth Era) is an enormous tectonic shift, where lots of ideas and activities are coming together as pieces of a big puzzle.. This era changes the way we work, the way we interact with friends, the way we learn, the way we build new values.. the way we do ANYTHING.. And, of course, this shift creates an amazing opportunity to make money while enjoying something innovative and fascinating. The book is full of examples and observations that are very convincing: we see where the Fifth Era opportunities start, we see how they can be structured and analyzed (Empiric turning to Theoretical), then we see how this aggregated deep knowledge can be turned back to practical recommendations to people who are willing to take a manageable risk and make the money via early-stage investments. Highly recommended as one of the must-read books of the caliber comparable to "Art of the Start" and "From Good to Great".

Le Merle and Davis make a compelling case for the "Fifth Era" and the impact of "Generation C" - those born after 1990 who are digital natives. This squares well with my work in education where it is clear that the world has changed dramatically since most adults were in school but schools are the same as they were 100 years ago during the advent of the industrial era. Their advice is for leveraging this opportunity is practical and offers multiple entry points given your interest and risk profile. Definitely worth a read.

Insightful and comprehensive. 'Build Your Fortune' is inspirational for all audiences - from those well into their career and looking for advice on leaning in to innovative change, as well as young individuals who want to make their mark in a rapidly transforming world.

Fascinating read provided by a bright individual. There are various different financial insights that are provided to assist individuals on building their own private equity. Overall enjoyable read as well.

Amazing Read for me! A fantastic roadmap for those interested in understanding and participating/investing in the Fifth Era of Innovation. I appreciated Matthew and Alison's ability to distill the Empirical data points to help us understand what an amazing time we live in and how best to take advantage of this tectonic shift. If we want to see the future we must understand the past. Highly recommend for all audiences, investors and entrepreneurs alike.

The authors provide a valuable lens through which one can view and assess many of the changes and dislocations going on in today's world. And going beyond that, the reader is given actionable recommendations (suited to their own individual skill sets and resources) as to how to thrive in the coming times. It is a relatively quick and very powering read. Highly recommended for all who are about to enter or want to re-evaluate their role in the workforce or as investors.

Powerful Silicon Valley insider perspective presented in the book. Make sure to check out the quiz to understand the opportunities to participate in the Fifth Era.

Terrific read. Authors have a innovative look at the future of technology, investing living in the Communication Age. Highly recommended.

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